

**Downtown Committee
Meeting Minutes July 19, 2016**

Attendees: Ken, Peg, Heidi, Jason, Bill, Adam, Martha

Absent:

Ongoing - The team agreed to focus on our mission and how we can improve Dunellen spending our time on both window displays and marketing

Old Business

Window displays:

Team agreed this is worth focusing on. The contacts we thought we had are not interested so we need to continue our search for an expert in this area.

Update: Team is having difficulty finding a college or any other resource to help with the design. One last hope is FIT, which Peg is going to contact

- **Peg will contact FIT**
- **Martha will ask her sign business owner if he would do the photo shop for window enhancements**
- **Martha agreed to take a current photo of each business store front so we can select which we would like to focus on first**

Ken sent an email with tips on window decorating and sample pictures, which will be sent to new businesses after they receive our welcome letter

Marketing Dunellen

We will continue to drive the marketing initiative. Bill sent out the packets Maria brought to the meeting. These packets went out to 40 area real estate agencies within a 5 mile radius.

The group will continue to identify key franchises we would like to have in town and set up meetings and/or send information

- Maria will send the list of the 40 real estate agencies that received or packets, and will divide the list evenly. **Never sent, Maria to follow up.**
- We all agreed to call them as a follow up to ensure receipt and to see if they have any questions. **Closed – too late**
- Jason will write the script for us to use. Draft of script was emailed to team, no comments made so the team needs to agree on the script. Is it too late now to do this? **YES**
- Ken agreed to meet with the developer of Art Color and let them know Trader Joe's may have interest in Dunellen. Ask them to initiate the contact. Trader Joe's has an average income requirement we do not meet
- Ken to send out the map of open space in Dunellen- Completed – Sent to Maria and Jason
- **Heidi has a special guest for our April 19th meeting who will share experience on how to market Dunellen. Guest has not been scheduled, maybe at next meeting**

Membership

We need to continue efforts to recruit members

- The team accepted the resignation of Maria and thanks her for her work and dedication to the committee.
- Peg will invite the manager from Crown Bank to our next meeting. **Open**

- Jason had told Ken the owner of the property next to the Dunellen Hotel wanted to join our team. **New member Martha Morse, who owns the property on N Washington Ave across from Maggie Murrays and next to the Dunellen Hotel. We welcome her and look forward to working together.**
- **Martha's contact info- themorseteam@gmail.com**
- **Continue to look for new members**

Welcome packets

We want to focus on welcoming new businesses to town and agreed we would send welcome letter and small gift to all new businesses as well as those that opened within the last 3 months.

Included in this welcome letter is our request to have an official ribbon cutting ceremony and publish article in the Dunellen report

- Letterhead and enveloped done and Ken agreed to send out welcome packages to all new businesses.
- **Ken asked Scott Luthman to send the names of all new businesses as they open.**

Financials

Bill indicated he is having problems getting a report on what was deposited and what our current balance is.

- We all agree to start fresh with the account reconciliation of the books. **Ken will ask Scott Olsen for new financials and Adam will compare it to his document.**

Harvest Fest

- Several updates were provided
- List of vendors was on hand – I believe we have 43 to date
- The add for the fest was in the last Dunellen report paper.
- **Peg will contact Autumn for the entertainment**
- **Heidi will contact the National Honor Society teacher at DHS to schedule assistance during fest**
- **Martha will ask Bank of America to sponsor the stage since we heard Investors Savings is closing**

Other

Publish our meeting dates on our web page

Bill will take this responsibility

Next Meeting:

Tuesday, Sep. 20th, please mark your calendars.